



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/733,512	12/07/2000	Kristine Riley	09623-030100US	2419

7590 06/24/2005

Paul C. Haughey
TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, 8th Floor
San Francisco, CA 94111-3834

EXAMINER

MIRZA, ADNAN M

ART UNIT	PAPER NUMBER
----------	--------------

2145

DATE MAILED: 06/24/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/733,512

Applicant(s)

RILEY ET AL.

Examiner

Adnan M. Mirza

Art Unit

2145

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 07 February 2005.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-8 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-8 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____.
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____.

DETAILED ACTION

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1-8 are rejected under 35 U.S.C. 103(a) as being unpatentable over Ogasawara (U.S. 6,327,576) and Atsmon (U.S. 2004/0031856).

As per claim 1 Ogasawara disclosed a method comprising: creating a presentation on a web site; imbedding an identification linked to said web site on a media other than a computer readable disk; attaching said media to a physical object (col. 4, lines 6-39);

However Ogasawara did not disclose in detail delivering said physical object to a recipient; and reading said identification and accessing said web site.

In the same field of endeavor Atsmon disclosed the user would normally log into the card sponsor's website and press the button on the card. The website would process the button the card. The website would process the data transmission and affiliate the card ID with the user's account (Page. 15, Paragraph. 0311).

Art Unit: 2145

It would have been obvious to one having ordinary skill in the art at the time of the invention was made to have incorporated the user would normally log into the card sponsor's website and press the button on the card. The website would process the button the card. The website would process the data transmission and affiliate the card ID with the user's account as taught by Atsmon in the method of Ogasawara to increase the security level by reducing the risk of ID theft and make the data or information easily transferable and user friendly.

3. As per claim 2 Ogasawara-Atsmon disclosed wherein said media is a paper clip (Ogasawara, col. 11, lines 56-61).
4. As per claim 3 Ogasawara-Atsmon disclosed wherein said media is a paper with an adhesive side for attaching to said physical object (Atsmon, Page. 47, Paragraph. 0683).
5. As per claim 4 Ogasawara-Atsmon disclosed wherein said media is a card (Atsmon, Page. 15, Paragraph. 0309).
6. As per claim 5 Ogasawara-Atsmon disclosed wherein said reading is performing with smart card reader (Atsmon, Page. 15, Paragraph. 0309).
7. As per claim 6 Ogasawara-Atsmon disclosed wherein said reading is performed with a bar coder scanner (Ogasawara, col. 12, lines 26-32).

Art Unit: 2145

8. As per claims 7,8 Ogasawara-Atsmon disclosed a computer readable media comprising computer readable instruction for detecting an activating input from a reader (Ogasawara, col. 11, lines 55-60); reading an identification code corresponding to a web site (Atsmon, Page. 15, Paragraph. 0311); identifying said identification code as a composer identification code associated with said computer readable instructions or as a recipient identification code; for a computer identification code (Ogasawara, col. 11, lines 56-67), initiating an accessing of said web site for the loading of a presentation on said web site; for a user identification code, accessing a Web site identified by said identification code for reading of said web site (Atsmon, Page. 15, Paragraph. 0311).

Conclusion

9. Any inquiry concerning this communication or earlier communication from the examiner should be directed to Adnan Mirza whose telephone number is (571)-272-3885.

10. The examiner can normally be reached on Monday to Friday during normal business hours.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Valencia Martin Wallace can be reached on (571)-272-6159. The fax for this group is (703)-746-7239.

Art Unit: 2145

11. The fax phone numbers for the organization where this application or proceeding is assigned are as follows:

(703)-746-7239 (For Status Inquiries, Informal or Draft Communications, please label "PROPOSED" or "DRAFT");

(703)-746-7239 (For Official Communications Intended for entry, please mark "EXPEDITED PROCEDURE"),

(703)-746-7238 (For After Final Communications).

12. Any Inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703)-305-3900.

Any response to a final action should be mailed to:

BOX AF

Commissioner of Patents and Trademarks Washington, D.C.20231

Or faxed to:

Hand-delivered responses should be brought to 4th Floor Receptionist, Crystal Park II,
2021 Crystal Drive, Arlington, VA 22202.

Am

Adnan Mirza

Examiner

V. Martin Wallace
VALENCIA MARTIN-WALLACE
SUPERVISORY PATENT EXAMINER